



Ottawa, November 7th, 2024

SUBJECT : Making it a national cross-party priority to shorten supply chains for our homes

Mr. Justin Trudeau, Prime Minister of Canada
Mr. Pierre Poilievre, Leader of the Conservative Party of Canada
Mr. Jagmeet Singh, Leader of the New Democratic Party of Canada
Mr. Yves-François Blanchet, Leader of the Bloc Québécois
Ms. Elizabeth May, Leader of the Green Party of Canada

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- Paul Williams, vice-president, materials, AD Canada

Directors, associations, and professional corporations

- Maxime Rodrigue, president and CEO, Association of Construction and Housing Professionals of Quebec (APCHQ)

For our homes, except for power tools, everything can be manufactured in Canada - enough to build and renovate from the basement to the attic. In fact, alongside the agri-food sector, the hardware and building materials sector represents one of the few still thriving vertical industrial sectors in Canada.

However, our economic players receive no specific encouragement or protective measures from the federal government, nor from the provincial levels for that matter.

Meanwhile, and likely at an accelerated pace in the near future, the United States is encouraging the purchase of American-made products in their domestic market and multiplying import barriers.

Our federally chartered nonprofit organization speaks and acts on behalf of these hundreds of manufacturing companies that persist in operating factories here, while the Canadian market is flooded with imports that do not always adhere to our building standards or share the same environmental protection and labor condition concerns we demand of local manufacturers.

It is not in the DNA of private sector leaders to request state intervention. But in the face of growing protectionism from our powerful neighbor and sometimes unfair competition, especially from China, our request is made with concern mixed with impatience.

Because the planet's climate is heating up, both ecologically and geopolitically, we must shorten our supply chains. Gains in agility and quality control are also at stake.

Just as one cannot win a game by relying solely on the goalie, we must go on the offensive: merely reacting to the United States' protectionist offensives, tariff barriers, conflicts, and cataclysms is not enough. Let us be proactive. The time has come for concrete actions to reduce our dependence in crucial sectors such as housing for our citizens.

Firstly, as an example and in response to the "Build America, Buy America Act" (BABAA), we call on the federal government to require a **minimum of Canadian content** in all public construction projects and subsidized private projects.

We also wish that any tax credit or other incentive for renovation or construction integrates, in addition to the essential energy efficiency factor, criteria regarding the **origin of products**.

We further propose participation in an **advertising campaign** aimed at promoting, to consumers and businesses alike, the purchase of products accredited by our "Well Made Here" program. These thousands of product lines come from Canadian manufacturers committed to meeting national building standards as well as environmental and labor laws and regulations.

Ladies and gentlemen elected officials, you have a unique window of opportunity that opens up until Mr. Trump's return to the White House on January 20, 2025, as the development of the next federal budget begins.

We hope to have raised your awareness of our reality and are at your disposal to explore the ideas outlined in this brief message and any other topic you may find relevant.

Our manufacturers, along with their networks of hardware stores and buying groups representing over 3,000 businesses in Canada, expect positions from you that firmly express your solidarity with them. They form an ecosystem of jobs and innovations, whose contribution to the socio-economic vitality of regions and the health of public finances is incomparable to the very limited impacts of imported products.

Please accept, Prime Minister, ministers, and Members of Parliament, the assurance of our highest consideration for your dedication to our country's interests.

President and CEO,



Richard Darveau
richard@ici-here.ca
514-984-2183

"Well Made Here / Bien fait ici" is a non-profit organization federally chartered and co-founded in October 2018 by several banners and professional associations. Our mission is to encourage the purchase of quality Canadian-made construction materials and hardware items for the residential market.